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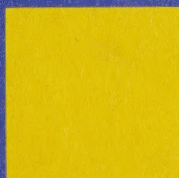
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quality products for modern living

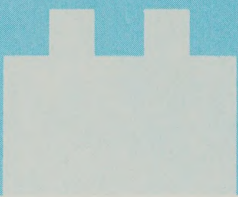
CANADA AT THE

**MODERN HOMES EXHIBITION**

STANDS 22 AND 23

KELVIN HALL, GLASGOW

OCTOBER 6 TO 23, 1965

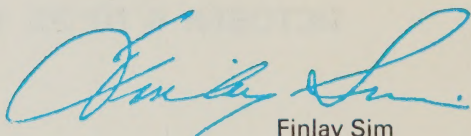


We take pleasure in welcoming you to the Canadian Exhibit at the Modern Homes Exhibition at Kelvin Hall, Glasgow, from October 6 to 23, 1965.

This booklet lists the Canadian exhibitors and describes the outstanding home products they are offering in Britain. Most of these exhibitors are established exporters and all have displays that warrant your attention.

Representatives of the exhibiting companies and the Canadian Department of Trade and Commerce will be pleased to answer inquiries at the Exhibition.

Information on the many quality products and services available from Canada may be obtained at any time from this office, or from any of the Canadian Government Trade Representatives listed elsewhere in this booklet.



Finlay Sim  
Canadian Government  
Trade Commissioner  
Cornhill House  
144 West George Street  
Glasgow C.2  
Tel: DOUglas 6751

## CONTENTS

INTRODUCTION	/ 4
ARROW PRODUCTS LTD.	/ 17
BARTACO INDUSTRIES LIMITED	/ 7
CHEMICO-PHARMACEUTICAL COMPANY INC.	/ 11
CLAIRTONE SOUND CORPORATION LIMITED	/ 15
GENERAL STEEL WARES LIMITED	/ 21
GURNEY PRODUCTS	/ 9
PANORAMIC HARDWARE INC.	/ 19
PRESTIGE LIGHTING MFG. LTD.	/ 13
SUNSET LAMP MFG. CO. LTD.	/ 23
CANADIAN GOVERNMENT TRADE OFFICES	/ 24



## DESIGNED FOR EXCELLENCE — PRODUCED WITH PRIDE

Canada's development as an industrial exporting nation has been rapid and "Made In Canada" is a respected label around the world. A relatively small domestic market has prompted broad product diversification. Efficient use of time and equipment has brought streamlined production and quick delivery of superior manufactured goods. Manufactured products—designed, engineered and produced in modern factories—represent an increasing proportion of Canadian exports, and many of these are products for the home.

The Canadian housebuilding industry is enjoying a 20-year boom of tremendous proportions, with a resulting upsurge in new industries to supply allied products that make houses into comfortable homes. Canadians are the best-housed people in the world and the same standards of efficient design and skilful production found in their houses are reflected in the manufacturing of modern home equipment. New materials, new design concepts and new engineering techniques make Canadians leaders in this field.

In the Canadian Exhibit at the Modern Homes Exhibition, nine companies display some of the quality products manufactured in Canada for modern living—products designed with special concern for British requirements.

There are gas and electric ranges, refrigerator-freezers, dishwashers and garbage-disposal units, washers and dryers, floor polishers and rug shampooers—all with modern features that simplify housekeeping tasks.

Also on display are sliding windows, hung in airtight frames of wood and rigid vinyl—the windows used in Canadian Demonstration Homes projects in Britain.

A glittering collection of lamps and lighting fixtures, and high-fidelity and stereophonic phonograph-radio sets in richly styled cabinets of fine wood are at the show.

In Scotland and everywhere in the United Kingdom there is an increasing demand for central heating, and visitors will see compact oil and gas furnaces designed and produced in Canada—where the climate makes efficient heating vital.

A concentrated, highly effective air-freshener, developed in Canada, is also shown.

This booklet describes the products of companies participating in the Canadian Exhibit and lists their representatives in Britain.

*oil-fired and gas-fired furnaces*



*Warm air from a Lincoln furnace automatically provides summer warmth whenever it is needed. The compact system was developed and proved in Canada, where reliable and efficient heating is vital during the long cold winters.*

## **BARTACO INDUSTRIES LIMITED**

Orillia, Ontario, Canada

Bartaco Industries Limited produces a wide range of compact oil-fired and gas-fired warm air central heating equipment, sheet metal ducting and warm air registers.

This Canadian company manufactures and distributes heating equipment through a British associate, Lincoln Furnaces Limited of East Grinstead, Sussex.

Five of many models of Lincoln furnaces are on display—three gas and two oil furnaces, with features that make the name Lincoln synonymous with safe, efficient, economical heating.

Through many long winters, Lincoln units have provided Canadian homes with reliable, economical floor-to-ceiling warmth. Backed by this experience, Lincoln now sells a range of furnaces specially designed and adapted to British conditions. Bartaco spent several years in market research to determine the best heating equipment for the British and European markets.

Lincoln systems automatically circulate clean, warm air by a hidden network of ducts throughout the house and unobtrusive outlet grilles in every room. Temperature is thermostatically controlled.

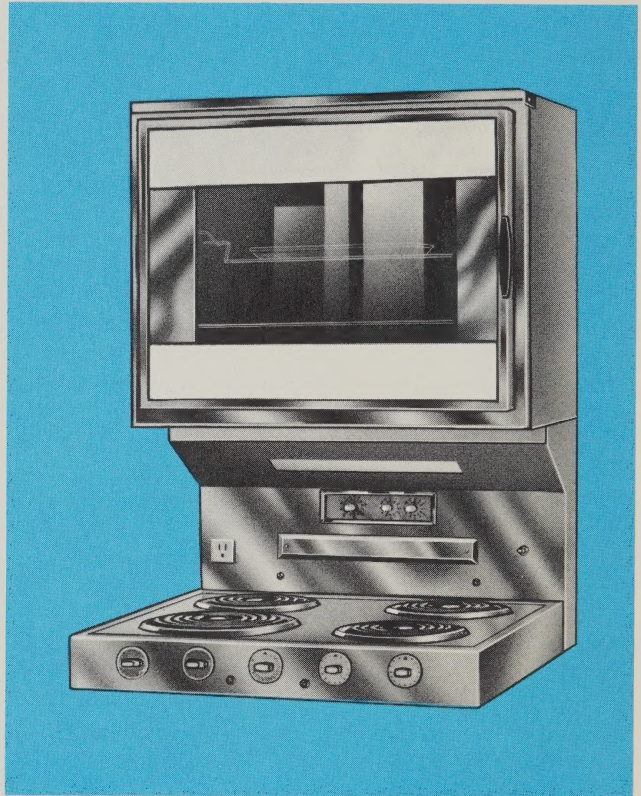
The gas-fired models on display are the LGC24E, LGC48E, and the LGH85E, which produce between 24,000 and 85,000 btu per hour. Available in Hi-Boy, Lo-Boy, and Counter-Flo styles they operate efficiently on artificial or hydrocarbon gases.

The oil-fired equipment on display includes the L384 and LC75. Both can be fitted with a two-speed fan actuated by air temperature. This Lincoln "Twin-Air" feature maintains optimum comfort conditions and reduces running costs. Lincoln oil units are produced in a wide range of sizes, and in Hi-Boy, Lo-Boy, Counter-Flo and suspended models.

Burners in Lincoln furnaces are quiet, with automatic controls to guard against flame failure, oil flooding or overheating. In summer, with the burner switched off, air can be circulated throughout the home by setting the fan control for manual operation.

Each furnace contains a long-life glass-fibre air filter to extract dust and dirt from the air flowing through the house. All working parts, electrical components and controls are easily accessible for regular servicing.

Represented by: Lincoln Furnaces Limited  
East Grinstead, Sussex, England



*A 24-inch built-in electric cabinet range, the Trend II EV-2481 from Gurney Products features automatic control oven, choice of six colours, timed appliance outlet, cook-top fluorescent lamp and enamel broiler pan. The unit sits on base cabinet BC-2400 or on kitchen counter.*

## **GURNEY PRODUCTS**

380 Ste. Croix Boulevard  
St. Laurent 9, Quebec, Canada

Attractive and functional household appliances shown by Gurney Products of Canada include electric and gas ranges, surface units and built-in ovens, a ventilating hood for use with the ranges, an electric refrigerator-freezer and a garbage-disposal unit.

Gurney electric ranges are produced in many models incorporating a variety of special features. Clock-controlled ovens automatically switch on and off. Removable oven liners—in a choice of chrome, non-scour Teflon, disposable aluminium or Wedgwood blue porcelain—allow easy cleaning. Among the deluxe features of the free-standing models are giant-sized ovens with visualite non-fog windows and either swing-out or drop-type doors, smokeless broilers, front-levelling legs and ultra-modern control panels. Rod-type elements in the "even-heat" ovens lift up for easy cleaning. Air-cooled side panels keep the range cool to the touch. Gurney electric ranges are available in 24 and 30-inch models.

Also shown are 24-inch built-in ovens which may be fitted into kitchen cabinetry at the most convenient level. Single and double units are available. Companion surface units in 24, 26 and 33-inch widths may be mounted on counter-tops.

Several models of gas ranges are on display, with many of the fine features of the electric ranges. Most Gurney ranges, including built-in ovens and surface units, are available with white, yellow, colonial copper, pink, lusterloy or turquoise exteriors.

The ventilating hood can be used with free-standing ranges and built-in surface units to keep kitchens free of cooking odours.

The company also exhibits a compact deluxe refrigerator-freezer with a wide variety of practical features, and a garbage-disposal unit which fits beneath the sink and has a dishwasher connection.

*concentrated air-freshener*



*Concentrated Nilodor quickly and effectively freshens air in the home. Available in convenient spill-proof "tap-a-drop" bottles, it can also be used in hospitals, restaurants, kennels and other places to neutralize unpleasant scents.*

## **CHEMICO-PHARMACEUTICAL COMPANY INC.**

12253 Laurentien Boulevard  
Montreal 9, Quebec, Canada

Chemico-Pharmaceutical Company Inc. is exhibiting its best known product, Nilodor, a concentrated air-freshener sold across Canada and exported to Africa, Australia, Denmark, France, Italy, New Zealand, Portugal, South America, Spain, Switzerland and the United States.

Developed by the president of the company, André Lachance—a graduate pharmacist—Nilodor is a clear yellow, highly mobile liquid that works by neutralizing rather than masking unpleasant scents. Applied sparingly, a drop at a time, the liquid starts evaporating instantly to freshen the air.

Packed in convenient two-inch, spill-proof "tap-a-drop" bottles, Nilodor can be carried in the pocket or purse. Each bottle contains more than 200 drops and a single drop will freshen 1,000 cubic feet of space for 24 hours.

Nilodor is widely used in restaurants, motels and hotels, hospitals, sick rooms, public rooms, offices, laboratories, morgues and lavatories.

Two drops of Nilodor in bath water will give long-lasting protection, a drop in a shoe keeps feet fresh. Nilodor also keeps kennels, stables and cages fresh.

Other products from Chemico-Pharmaceutical include Marguand No. 7 soothing lotion for chapped skin and skin diseases, Bellanal cough syrup, rubbing alcohol, Inertol liquid detergent sanitizer, BB powder for babies and adults, and Savonyl, a concentrated liquid soap for chapped hands and skin irritations.

Represented by: N. R. Agencies Limited  
Harcourt Road  
Bexleyheath, Kent, England

*lighting fixtures*



*Designed for gracious living, the PT-755 multi-fixture unit from Prestige Lighting is finished in rich walnut and polished brass. Outer glass is available in amber, violet or smoke optic with inner glass of matte white. Outdoor lanterns add charm and atmosphere, and the PT-931 is designed with amber glass panels and finished in matte black cast aluminium to prevent rust and corrosion.*

## **PRESTIGE LIGHTING MFG. LTD.**

9735 Jeanne Mance Street  
Montreal 12, Quebec, Canada

An impressive range of quality lighting fixtures for residential, outdoor and commercial use is manufactured by Prestige Lighting Mfg. Ltd. of Montreal. Wall units and hanging fixtures of many design influences—Scandinavian, Spanish, contemporary, traditional and colonial, among others—are displayed by this company.

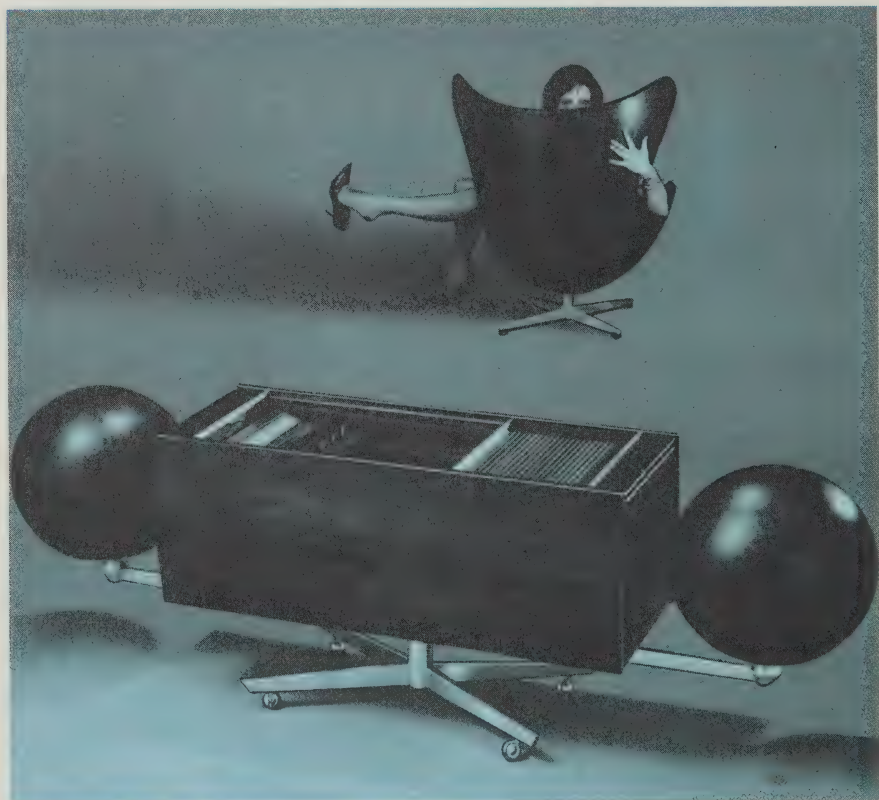
Prestige Lighting, in operation for five years, is now one of Canada's leading lighting manufacturers. The company is exporting to Britain and the Caribbean and is expanding its export program to other countries. New designs in fixtures by Prestige Lighting have resulted in wide product acceptance wherever the market has been penetrated.

With Prestige fixtures, beauty and warmth are achieved in every room—fashionable lighting to blend with any décor. Attractive outdoor and patio lighting to complement any architecture is also produced by the company, and is designed to resist corrosion and rust under extreme weather conditions.

Among the Prestige fixtures are colonial designs in which natural woods, antique brass and copper finishes, milk-white hobnail glass and oil-lamp turn knobs capture the mood of early life in North America. Contemporary designs have natural oiled-wood and gleaming brass finishes, with shades of opal matte glass. Elegant crystal chandeliers reminiscent of the gaslight era are among the company's products.

Bar and pin-up fixtures for bathroom and bedroom, outdoor lanterns with pebbled glass, and utility fixtures for every purpose are produced by Prestige Lighting.

*stereophonic high-fidelity radio-phonograph units*



*Movable sound—sound that fills an entire room with concert hall quality—transports its listeners to another world through the stereophonic magic of music reproduced in all its fidelity by the Clairtone Project G.*

Represented by: Ditchburn Clairtone Limited  
6 Curzon Place  
Park Lane  
London, W.1., England

## **CLAIRTONE SOUND CORPORATION LIMITED**

100 Ronson Drive  
Rexdale, Ontario, Canada

Since it was founded in 1958, Clairtone Sound Corporation Limited has progressed from a merchandising organization to a highly integrated manufacturing and sales complex producing stereo hi-fi units, television sets and electronic components.

Winner of a Canadian Industrial Design Award for design excellence and the sound quality of its stereo units, Clairtone is displaying six of the 18 units it markets through franchised dealers in Canada, the United States and Britain. An association with The Ditchburn Organization of England has been formed to distribute Clairtone products in Britain and on the Continent. Units will be manufactured in Britain from parts supplied by the Canadian company.

Clairtone consoles, with their sophisticated cabinets of teak, walnut, mahogany, fruitwood or ebony, are elegant pieces of furniture in any room. All units have solid wood backs and can be used as attractive room dividers.

Clairtone stereo units have advanced features including "Silent Listening" socket, auxiliary speaker sockets for remote stereo, FM-stereo indicator light, built-in antennae, automatic FM frequency control which locks tuning on station, and automatic shut-off after last record.

A contemporary stereo unit designed with maximum separation between speakers, the Signature can be fitted with an Ampex tape recorder. The unit opens in the centre with a single lid, is finished in oiled walnut and has plenty of storage space.

The Empress, a contemporary buffet-style unit with sliding doors to cover speakers, is finished in oiled walnut or oiled teak.

A member of Clairtone's Stowaway series, the Regent features contemporary styling with sliding doors covering the central storage cavity. Two lids, one at either end, give access to stereo controls. The set is finished in oiled walnut.

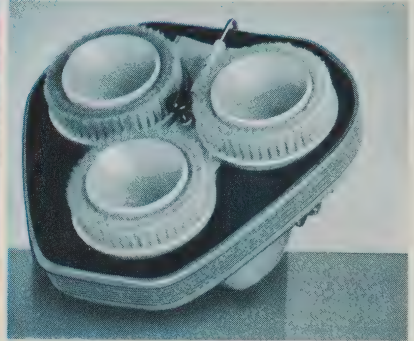
The Mandarin, its Oriental-style cabinet opening with a central lid, is beautifully finished in ebony with brass ornamental hardware and hand-carved legs.

The Signet and Mandarin are designed with Clairtone's all-transistor T6 chassis—23 transistors and 17 diodes—including a high-sensitivity, low-noise FM tuner and built-in FM Multiplex circuitry with stereo separation. An FM stereo beacon automatically identifies stations broadcasting stereo.

Other units have Clairtone's proven solid-state T7 chassis with 26 transistors and 16 diodes. Both chassis feature illuminated keys for most operating functions. An exclusive low-level fidelity switch adjusts the frequency response to compensate for the ear's lack of sensitivity at low volume.

Clairtone is also the proud creator of Project G, the new award-winning concept which produces "movable sound".

*floor polishers, carpet shampooers  
outboard motors*



*The Foam-agic carpet shampooer from Arrow Products Ltd., with its three counter-rotating brushes, shampoos carpets quickly, thoroughly and economically. The appliance can be used for polishing, waxing and buffing all floor surfaces.*

## **ARROW PRODUCTS LTD.**

754 Wellington Street  
Montreal 3, Quebec, Canada

Established almost 20 years ago, Arrow Products Ltd. manufactures and distributes household electrical appliances and outboard motors, and exports to 10 countries. The company is showing a carpet shampooer, two floor polishers and two outboard motors.

Arrow Products' 400-watt Foam-agic carpet shampooer is built with three counter-rotating brushes to give wide coverage with each stroke. The chrome-finished shampooer creates its own heavy-duty foam from liquid shampoo, dispensed directly onto the brushes. The dispensing system requires no attachments. Brushes automatically adjust to carpet height for a delicate cleaning operation that guards against tearing, prevents soaking, shrinking, spotting or matting and leaves the carpet almost dry. The Foam-agic shampooer is also used for polishing, waxing, scrubbing and buffing all floor surfaces.

The 15-pound, 400-watt Floor-O-Matic floor polisher is available in two models. Both have the same high-powered motor and floating-brush assembly that absorbs all vibrations caused by uneven floors. Three friction-driven 5½-inch bristle brushes counter-rotate at 970 rpm to give a smooth performance. The brushes are easily fitted and removed, and two rollers fit beneath the brush base. The Floor-O-Matic has a rubber bumper to prevent chipping or marring walls and furniture. It can be adapted for waxing and scrubbing.

Arrow Products' single cylinder, two-stroke cycle, air-cooled outboard motors—the 3-hp Marina and the 4-hp Spur—are also displayed. Both have adjustable angle transom brackets. The leg of each motor can be shortened to accommodate all types of boats in shallow water, and the unique propeller design requires no shear pins. A double locking device minimizes vibration and holds the motor in a firm position. The Marina and the Spur are equipped with front and back carrying handles and have 360-degree steering.

Both motors will run for 1½ hours on just two pints of petrol and at minimum speeds of one to two miles an hour—ideal trolling motors for fishing.



*The panes of Panoramic Hardware's deluxe windows may be easily removed for cleaning. Tight-fitting double-glazed windows provide perfect insulation for better heating.*

## **PANORAMIC HARDWARE INC.**

41 Bel-Air

Levis, Quebec, Canada

Deluxe double-glazed slider windows in a wide range of sizes and models are displayed by Panoramic Hardware Inc.

These quality windows of sparkling clear glass are mounted in rugged wooden frames treated with water-repellent wood preservative. The hardware is rigid, long-wearing vinyl. Panoramic windows offer perfect insulation for better heating—heat loss that occurs around windows is reduced by more than 50 per cent with the tight-fitting double-glazed design.

The rigid vinyl track at the top of the window allows easy removal of panes for cleaning. Adjustable header-track screws make the windows slide smoothly and fit tightly. Vinyl is non-inflammable, retains its hardness and does not conduct heat. It resists strong acids and alkalis, metallic and ammonium salts and organic compounds, and will not absorb moisture.

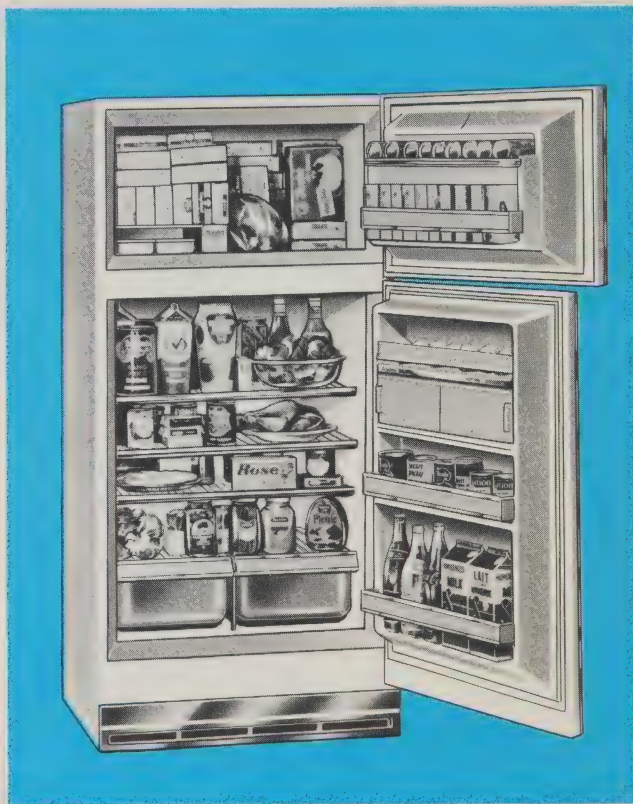
The glass in Panoramic windows is embedded in synthetic rubber containing finely dispersed textile fibres to provide an air-tight seal. Double weatherstripping is used on all meeting sections to insure complete insulation for maximum heating economy.

In warm weather, the sliding panes of Panoramic windows offer fingertip ventilation control. Alternate panes may be opened in the inner and outer sashes for draught-free indirect ventilation.

Deluxe windows from Panoramic Hardware were used in the Canadian Demonstration Homes project in Britain, sponsored in 1964 by Canada's Department of Trade and Commerce.

Represented by: Price Bros. & Co. (Penarth) Ltd.  
Penarth, Glamorgan, England

*appliances, furnaces, water heaters*



*The McClary ZT-14-56 Zero-Zone two-door refrigerator-freezer is designed with automatic defrost and moisture controls and freezer-door juice and package rack. Freezer capacity is 110 pounds, refrigerator capacity is 13.8 cubic feet. The crisper holds 18 pounds of fresh fruits and vegetables.*

## GENERAL STEEL WARES LIMITED

135 St. Clair Avenue West  
Toronto 7, Ontario, Canada

General Steel Wares Limited, founded in 1847, is the largest operation of its kind in the British Commonwealth. Four manufacturing plants in Canada produce a wide range of household and commercial appliances, furnaces, hot-water heaters and a variety of cooking utensils.

Appliances and household products are shipped from Canada to more than 45 countries. Now, after five years of market research, they are to be British-made for the European market under the brand name McClary.

Zero-Zone McClary refrigerator-freezers are equipped with automatic defrosting and moisture disposal controls. The models on display have meat and cube keepers, porcelain enamel crispers, chrome-plated glide-out shelves, magnetic gaskets, Deep-Dor storage and deluxe interiors.

New Ultra-Cold chest freezers provide maximum storage space with minimum use of floor space. High-density insulation gives economical operation, and cold transfer is almost instantaneous for fast freezing. Adjustable dividers and removable wire baskets keep foods organized and within easy reach.

Heavy-duty push-button automatic washers and matching dryers are on display. The McClary washer uses waste water to compensate for off-balance loads, eliminating vibration for quiet operation and longer life. Settings for hot or warm wash and warm or cold rinse are provided.

The dryer has heat settings for regular or delicate fabrics. A 200-square-inch filter area draws lint from clothes and cabinet, ensuring a free flow of air. The dryer door is lined and insulated, and a safety switch stops the machine when the door is opened.

New McClary electric heavy-duty coin-operated commercial washers and dryers have the latest technical features for coin laundries. The gas-operated dryer has a 40-pound capacity. Temperature is never high enough to damage delicate fabrics. The pilfer-proof coin vault is easily accessible from the lint compartment.

Two electric cookers are shown. The 24-inch cooker has Sta-Up elements, seven-heat switches, appliance outlet, three-in-one broiler, removable oven door and storage drawer. The 30-inch deluxe range features a timed appliance outlet, lift-out elements, electric clock and minute-minder. The oven has radiant-heat barbecuing and timed rotisserie.

The company is also showing electric and gas glass-lined water heaters designed for improved efficiency and economy, and gas-fired, ducted warm air furnaces—trim, space-saving and fully automatic.

Represented by: G. D. McIlvain, Jr.  
Dollar Rae Ltd.  
371-389 Eglinton Street  
Glasgow C.5, Scotland

General Steel Wares (U.K.) Ltd.  
Welham Green  
Hatfield, Herts., England



*The Sunset floor-to-ceiling, spring-loaded room divider matches the attractive pole lamp. Divider has ornate plastic screen with white and gold peacock design, a shatterproof chain-suspended fluted lamp and walnut shelf.*

## SUNSET LAMP MFG. CO. LTD.

44 Colville Road  
Toronto 15, Ontario, Canada

Sunset Lamp Mfg. Co. Ltd. manufactures an outstanding range of lamps for decorative, restful lighting. Established 12 years ago, Sunset sells its lamps across Canada and has export markets in the United States, the West Indies and British Honduras.

Gracefully designed table lamps, various models of spring-loaded, topple-proof pole lamps and room dividers are displayed. All have three-way switches to adjust illumination.

In the exhibit is a newly created boudoir lamp (1599) ornately designed with a polished cut-crystal stem, black-antiqued white metal base and pleated silk shade.

An elegant table lamp (6233) has a French-gold metal base and richly finished fruitwood stem. The shade is pleated silk.

Another outstanding Sunset creation is the 35-inch table lamp (6187) in antiqued polished brass with an elegant shade of gold leaf on parchment.

The spring-loaded floor-to-ceiling topple-proof divider (2454) complements the matching pole lamp. With a 36-inch solid black American walnut shelf, the room divider has a shatterproof fluted lamp and a decorative white and gold panel bearing a distinctive peacock design. The matching pole lamp (2460), with two chain-mounted fluted lamps, is made of polished brass with a veneer centre.

Pole lamps from Sunset are shown in several styles. Each has two or three lighting units with ornamental glass, plastic and metal shades. The brass poles are treated to prevent tarnishing and some have a wood-grained vinyl centre section. The poles are spring-loaded and height may be adjusted from 7' 8" to 8' 6". Extensions are available for use in rooms with higher ceilings.

Represented by: Art Lamps Ltd.  
121 Douglas Street  
Glasgow, Scotland

## INFORMATION

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*Officials of the Canadian Department of Trade and Commerce and representatives of Canadian companies participating in the Modern Homes Exhibition at Glasgow will answer inquiries from interested businessmen. Further information may be obtained from the following Canadian Government Trade Representatives in Britain.*

<b>GLASGOW</b>	Canadian Government Trade Commissioner Cornhill House 144 West George Street Glasgow C.2 Tel: DOUglas 6751
<b>LONDON</b>	Minister (Commercial) Office of the High Commissioner for Canada 1 Grosvenor Square London, W.1 Tel: MAYfair 9492
<b>LIVERPOOL</b>	Canadian Government Trade Commissioner Martins Bank Building Water Street Liverpool Tel: MARitime 2177
<b>BELFAST</b>	Canadian Government Trade Commissioner 15-17 Chichester Street Belfast 1 Tel: 21867



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